



Dear Friends,

Did you know that the Canadian Council on Social Development (CCSD) has been an important, neutral and thoughtful voice influencing Canada's social landscape for almost 90 years? It's true.

Each decade has brought with it different challenges. And the CCSD has consistently been at the forefront in advancing innovative and "unconventional" ideas that have led to the establishment of fundamental policies and programs for Canadians – many of which we now take for granted and view as essential components of our shared values. Some of these ideas include the following:

- ❖ In the 1920s, we helped shape the first Old Age Pension program.
- ❖ In the 1950s, we promoted the concept of Unemployment Insurance.
- ❖ In the 1980s, we were clear and vocal about the plight of Aboriginal children.
- ❖ In this decade, we demonstrated why the National Child Benefit was a wise investment and we documented the widespread impact of tax credits for the working-poor.

Many champions of social development and social justice have demonstrated their passion for this exceptional country through their support of the CCSD. By doing so, they have helped contribute to new awareness about poverty in Canada and its causes, and helped us connect with other passionate and creative solution-makers across the country.

Are you a champion of social justice? A leader in your community?
If so, please consider supporting the work of the CCSD.

It goes without saying that these are extraordinary times. Now, more than ever, we need your partnership, collective will and support to continue this important work.

In October, we announced the appointment of our new President and CEO, Peggy Taillon. Peggy has been a passionate and tireless advocate for equality and social justice, and she is considered to be one of the most progressive and courageous thinkers in the Canadian social policy landscape. Because of her neutral and unconventional approach to system building, Peggy is often called upon by the federal and provincial governments to lead, advise and build consensus around results-based social and health reform. She and our dedicated team have carved out a renewed strategic vision to take CCSD into the future.

As you know, the CCSD is holding the inaugural [Social Forum](#) in Calgary this May. This event will bring together 750 people – all working in different ways to make their communities the best they can possibly be. Focusing on an anti-poverty theme, the Forum will be an opportunity to discuss what's working and what isn't. It will create the new connections that are essential in maintaining momentum towards social change.

We are also leading the [Social Data Strategy](#), an initiative that continues to grow and evolve. It is an initiative that is making an increasingly important contribution to how local communities make effective decisions by fostering collaboration and greater access to research data so that they can better understand the social and economic trends within their communities.

We are also working on the **Social Development Report series**, which builds on our expertise in the area of social and economic research and our long-standing links with community partners. Each of the 13 provincial and territorial reports provides an overview of key social trends in their jurisdictions. This series is an important tool in understanding social policies, programs and practices from regional perspectives. In addition, overview reports will measure and monitor Canada's progress in a number of key areas, including those established through our *Progress of Canada's Children* and *Urban Poverty* reports.

Your financial support will allow the CCSD to continue to make significant contributions to this country and to individual Canadians.

Please consider making a tax-deductible contribution to the CCSD today, to help us build a better, stronger and more hopeful tomorrow.

Thank you.

A handwritten signature in black ink, appearing to read "Wayne Helgason". The signature is fluid and cursive, with a large initial "W" and "H".

Wayne Helgason
Chair, CCSD Board of Directors

